



Data and Privacy File Guides

Apple Media Services: Media Preview - Previewed

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File name Media Preview - previewed.csv

File description This file contains details of iTunes Store items that the user has previewed (for example, viewed a movie trailer or listened to a song preview).

Why Apple keeps this information Apple retains this information to display previewed content on the Wish List page to enable the user to easily purchase that content.

Field Name	Details
Previewed Item Description	The content's name
Date Created	The date and time on which the content was previewed
Item Reference Number	The content's identifying number